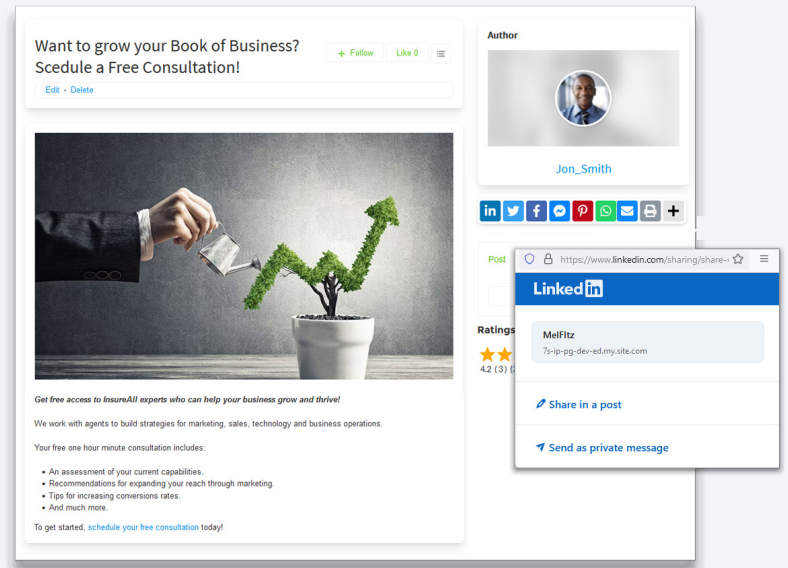


# IBM Social Share for Salesforce

Expand reach and influence by enabling users to share your content in their social networks



With so many competitors and digital experiences vying for attention, organizations must continually focus on attracting users and keeping them engaged. An effective way to get your brand and messaging in front of as many potential customers as possible is to give your customers and partners ways to advocate for you.

Enabling users to share your content on social media platforms allows you to reach a wider audience, which can lead to greater brand awareness, new members and customers, and more sales. When friends, coworkers, and other trusted parties share information, it can be more effective than the same information coming directly from a business. As more and more people share your content on social media, you'll increase the chances of gaining valuable natural links as well. This can improve search engine optimization (SEO).

IBM Social Share for Salesforce enables you to organically expand the reach and influence of your brand and drive new users to your site. Using a highly configurable component, you can easily enable users to share your content with others on social media and via email. Place social share buttons on pages to enable users to share articles, blog posts, events, documents, products, and other content on 15 different social platforms. Once they are in place, with the styling you configure, you can track the popularity of your content and its performance on the various social platforms.

## Key Features

- Enable users to share news and blog entries, knowledge articles, events, product, pages, or other content.
- Support Facebook, Twitter, LinkedIn, Pinterest, Tumblr, Facebook Messenger, Google Plus, Reddit, Pocket, WhatsApp, VK, Mix, Line, Telegram, and Viber.
- Also allow users to email, print, or get a link to the content.
- Configure styling and branding -- header text and positioning, button alignment, branding colors, border display.
- Configure a persistent region for placement of share buttons on multiple pages.
- Easily capture sharing activity to analyze platform usage, content popularity, and user engagement.

# Empower users to act as advocates and evangelists for your business

## Example use cases

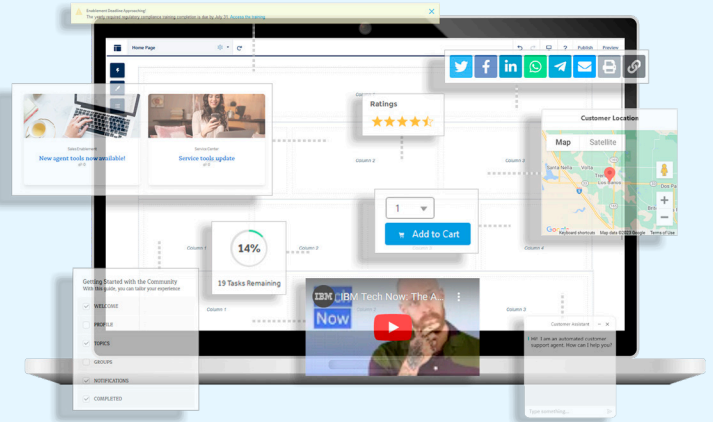
- Attract registrants to upcoming webinars by enabling current customers to share them in their networks.
- Broaden your pool of job applicants by enabling current users to share job openings on LinkedIn.
- Increase sales by enabling purchasing customers to share their favorite products with like-minded consumers.
- Maximize impressions for a thought leadership blog that promotes products and services.
- Enable students and parents to share university information on Instagram and Facebook to attract prospective students.
- Enable current donors to encourage like-minded friends and family to support charitable causes.

## Benefits

- Increase brand awareness.
- Organically increase reach and impressions for your content.
- Enable your users to become your advocates and evangelists online.
- Attract new community members and customers.
- Find the best audience for your content on the social platform they are most likely to use.
- Improve SEO and generate natural links.

## Accelerate your Salesforce journey

IBM Accelerators for Salesforce provides pre-built components to simplify and accelerate the implementation of Salesforce with clicks not code. Drag, drop, and configure components for features like announcements, news, idea exchange, and learning paths to create an engaging, personalized experience that breaks free of the typical Salesforce look and feel.



The accelerators were developed with the expertise we gained through thousands of successful Salesforce services engagements. Now, these same products are available to purchase and use in your projects.

[More IBM Accelerators for Salesforce →](#)